



## Buy Nearby Kicks Off Fall Shopping Season Shoppers Are Getting Caught Blue-Handed, from Copper Harbor to Temperance

With about half of every dollar spent at a Michigan store going back into the local and state economies and more than 850,000 Michigan jobs directly depending on retail sales – and with retail sales responsible (directly or indirectly) for an estimated 18 percent of Michigan's GDP – keeping shopping dollars in Michigan is more important than ever.

Buy Nearby, a branded campaign created by the Michigan Retailers Association with support from Pure Michigan and sponsorship from DTE Energy, kicks off this weekend and encourages shoppers to buy in stores or order online only from Michigan retailers.

Following an inaugural statewide celebration on the first Saturday in October, Buy Nearby will continue to expand throughout the year – and for years to come.

### In-State Tourists and Locals Lead Push to Support Michigan Retailers

Any Michigan retailer can participate in Buy Nearby simply by posting a Buy Nearby poster in their window and tying their promotions and specials to the campaign. Posters are available for download and printing from the Resources and Toolkit section of the Buy Nearby website, along with information and ideas for getting the most out of the campaign.

Communities are encouraged to use the Buy Nearby campaign materials and develop community-wide or district-wide promotions that will strengthen the impact of the statewide campaign. Ideas can be shared with other communities on the Buy Nearby website at [www.BuyNearbyMI.com](http://www.BuyNearbyMI.com).

### Help Spread the Word

We want to help you reach out across your networks of area chambers of commerce, visitor bureaus, recreation groups and all the numerous interests who enjoy and rely on the unique offerings Michigan offers to help boost business at local retailers. Incorporate the messaging in blue at the bottom of this page in your communications to help local retailers generate sales as part of the Buy Nearby campaign.



### Get Caught Blue-Handed at Michigan Businesses!

Purchase something from one of Michigan's 110,000 retail establishments starting in October, and you may get caught "blue-handed." Getting caught "blue-handed" refers to the blue hand-shaped logo of Buy Nearby, a statewide campaign to encourage people to shop local businesses first, keeping spending dollars in state and helping support more than 850,000 Michigan jobs. Take a photo of you, your friends and family getting "Caught Blue-Handed" and post it on the Buy Nearby facebook page ([facebook.com/BuyNearbyMI](https://facebook.com/BuyNearbyMI)). Visit the site often and see who you know!

## MRA Spearheads Buy Nearby and Get Caught Blue-Handed

The Buy Nearby and Get Caught Blue-Handed campaigns were developed by the Michigan Retailers Association (MRA), a membership organization that represents the interests of all retailers to state and national lawmakers and serves as a trusted resource for all types of businesses. MRA also offers a wide range of profit-boosting services to its member businesses, including credit card processing and group insurance programs.

### Retail in Michigan Makes a Difference

- Retail directly and indirectly:
  - Is responsible for 18 percent of Michigan's GDP.<sup>1</sup>
  - Generates 17 percent of labor income in Michigan.<sup>1</sup>
  - Supports one in four Michigan jobs.<sup>1</sup>
- Retail supports more than 850,000 jobs in Michigan.<sup>1</sup>
- Direct retail labor income equals more than \$21 billion.<sup>1</sup>
- There are more than 110,000 retail establishments in Michigan.<sup>1</sup>
- For every dollar spent at a Michigan store, roughly half goes back into the Michigan economy.<sup>2</sup>
- For every square foot of retail space, the local economic impact is \$105-\$179.<sup>2</sup>
- Michigan retailers provide more than \$100 billion worth of goods and services annually to consumers in Michigan.<sup>3</sup>
- The Michigan Retailers Association is the nation's largest state trade association of general merchandise retailers.<sup>3</sup>



<sup>1</sup> Source: PricewaterhouseCoopers LLP, The economic Impact of the U.S. Retail Industry, August 2011. All data pertain to 2009

<sup>2</sup> Source: 2004 Andersonville Study of Retail Economics

<sup>3</sup> Source: Michigan Retailers Association